

NEVADA TOBACCO PREVENTION AND EDUCATION PROGRAM FIVE-YEAR STRATEGIC PLAN

Goal 1: Prevent Initiation of Tobacco Use Among Young People

Objectives:

- By 2008, decrease the percent of high school youth reporting smoking cigarettes on one or more of the previous 30 days to no more than 19.7%. Source: Youth Risk Behavior Survey; Baseline: 25%, 2001 (Healthy People 2010 Objective 27-2b).
- By 2008, reduce the percent of high school youth reporting use of chewing tobacco, snuff, or dip on one or more of the previous 30 days to no more than 3%. Source: Youth Risk Behavior Survey; Baseline: 7%, 2001 (Healthy People 2010 Objective 27-2c).

Strategy 1.1: Increase Counter Marketing To Youth Under Age 18 And To Young Adults Age 18-24.

Target Populations: Campaigns will be expected to target pre- adolescent youth (ages 6-11), adolescent youth (ages 12- 17), and young adults (ages 18-24). Given the limited resources for media campaigns, efforts will be directed at sustaining existing effective campaigns, particularly established campaigns in Clark County, and expanding coverage statewide.

Basic Principles: Local organizations and entities implementing counter-marketing campaigns are encouraged to incorporate the following key principles into the selection of a firm to develop and implement the campaign and the campaign itself:

- Marketing firms will have no association with the tobacco industry over a number of years.
- Marketing firm or sub-contractors will implement programs that have been proven to be successful through sound, effective evaluation methods in reaching a culturally diverse population, in addition to youth through age 24.
- A minimum level of billings to assure capacity will be required.
- Firm will have a capacity to design messages that are tested for effectiveness prior to implementation.
- The campaign will be a youth focused media campaign.
- The campaign will address issues of industry manipulation by the tobacco companies.
- The campaign will demonstrate active involvement by youth, not token involvement, in the campaign design.
- Firms should have the ability to incorporate youth prevention goals in campaigns.
- The campaign will use existing media material whenever appropriate.

Opportunities for Public/Private Partnerships: An effective marketing and communications campaign needs to be reinforced throughout communities. Effective campaigns are coordinated efforts that include multiple partners. The Nevada Tobacco Prevention and Education Program will encourage local partners to coordinate counter-marketing campaigns within geographic regions with an anticipated outcome of statewide coverage. Sustaining and expanding existing effective campaigns are a priority over development of new campaigns.

Major Activities 1.1:

- A statewide partnership will promote and support local efforts to implement comprehensive marketing campaigns targeting youth, including the 18-24 year old market. Earned, public service (PSA), and paid campaigns will be created and/or expanded to include targeted demographics, strategic positioning and use of effective marketing strategies.

Roles/Responsibilities: The Nevada Tobacco Prevention and Education Program (NTPEP) will partner with local public health authorities, community-based organizations, the Nevada Tobacco Prevention Coalition (NTPC), and local coalitions to coordinate counter-marketing activities. Organizations funded through NTPEP sub-grants, under the Local Grants Programs, for media campaigns are expected to demonstrate campaign coordination by participating in partnerships with other appropriate organizations funded within their geographic region.

Resources: Nevada Tobacco Prevention and Education Program sub-grants; Fund for a Healthy Nevada sub-grants (prior approval needed from Task Force for the Fund for a Healthy Nevada); other sources obtained by local entities, i.e. American Legacy Fund, Robert Wood Johnson Fund, etc.

- A workplace initiative to prevent initiation of smoking by young people age 18-24 entering the workforce will be explored in partnership with employers' health benefits/risk management, labor organizations, and health insurers. This is a developmental activity. Project partners must provide evidence of an effectively evaluated model program from another state or local entity in order to receive continued support for this activity from the Nevada State Tobacco Prevention and Education Program and approval from the Task Force for the Fund for a Healthy Nevada.

Roles/Responsibilities: The American Cancer Society and other NTPC member agencies that have existing workplace initiatives will explore development of a workplace initiative targeting 18-24 year olds.

Resources: Existing resources received through Nevada Tobacco Prevention and Education Program sub-grants. Additional funding, from sources such as the Fund for a Healthy Nevada, will be sought if an initiative is found to be viable.

Strategy 1.2: Increase participation in school and community based activities by organizations and individuals serving and/or influencing youth to prevent youth tobacco use.

Target Population: School-based and/or community-based programs will be expected to target youth, ages 5-18, both those who attend school and those who do not. Priority for activities will be to strengthen and enhance existing effective programs targeting youth.

Basic Principles: As programs develop, it is important to incorporate the following basic principles:

- Youth, both smokers and non-smokers, should play a key role in developing and implementing programs to reach all youth, including youth with tobacco related disparities.

- Age appropriate programs should be available for the entire age range of school-aged youth, 5-18 years.
- Program materials used should be culturally appropriate.
- Youth activities should be linked to activities/programs developed by communities.

Opportunities for Public/Private Partnership: Linkages to community-wide programs involving parents and community organizations enhance effective tobacco prevention programs for youth. It would be very appropriate for youth activities to be coordinated with and linked to programs developed through community partnerships. Local organizations will be encouraged to partner with existing activities within communities with a goal to expand effective programs to reach youth statewide including underserved populations.

1.2 Major Activities:

- Strengthen existing youth coalitions and expand capacity to include youth and communities statewide. Existing youth coalitions will create new partnerships and, where appropriate, link to school and community based programs.

Roles/Responsibilities: The Nevada Tobacco Prevention and Education Program through sub-grants will continue to support local youth coalition development. Existing coalitions and supporting agencies will be encouraged to expand capacity and program activities to increase participation.

Resources: Nevada Tobacco Prevention and Education Program sub-grants; Fund for a Healthy Nevada sub-grants; other sources obtained by local entities, i.e. American Legacy Fund, Robert Wood Johnson Fund, etc.

- The Nevada Tobacco Prevention and Education Program will partner with Washoe and Clark County Health Districts and other community-based partners to create a database of youth tobacco prevention organizations and activities. Baseline data related to structure and organization, types of activities, numbers of participants, region/location, etc would be collected for referral, cross-program linkages, and future surveillance and evaluation activities.

Roles/Responsibilities: Nevada Tobacco Prevention and Education Program will serve as lead agency and partner with local public health and community-based organizations to design data needs and collection tools. Fund for a Healthy Nevada staff will work in partnership with NTPEP and facilitate collaboration with their sub-grantees.

Resources: Nevada Tobacco Prevention and Education Program (Surveillance and Evaluation).

Strategy 1.3: Engage the public and political leaders in activities promoting policy change to reduce tobacco use by youth.

Target Population: Target public and political leaders who influence policy decisions regarding tobacco use by youth including youth access to tobacco products. Priority for activities will be to develop and disseminate policy analysis to identify opportunities for implementation of new policies that promote prevention of tobacco use by youth.

Basic Principles: As programs develop, it is important to incorporate the following basic principles:

- Nevada is a strong preemptive state and voluntary adoption of private policy will serve as a keystone to change until such time that preemption is repealed.
- Grassroots efforts that promote adoption of public and private tobacco control policies are effective in school and community settings.
- To achieve individual behavior change that supports nonuse of tobacco, communities must change the way tobacco is promoted, sold, and used while changing the knowledge, attitudes, and practices of young people, tobacco users, and nonusers.
- Effective policies are targeted and include all environments where youth are found, from home to school to entertainment venues to the workplace.
- Local coalitions need to organize communities to debate the issues, establish local plans of action, and draw other leaders into tobacco control activities.
- Local coalitions need to educate communities and leaders of the importance of strengthening policies that support nonuse.

Opportunities for Public/Private Partnership: Effective policy initiatives include: engaging young people to plan and conduct community prevention and education events that focus on public policy impact; working with judges and retailers to develop education and diversion programs; conducting youth-led countywide assessments of tobacco advertising and developing plans to reduce tobacco sponsorship of public events; assessing existing policies in schools and communities and developing plans to strengthen policies promoting nonuse.

1.3 Major Activities:

- Organize and promote ongoing and annual policy and education events, such as conferences, inviting state and local political and community decision makers regarding the positive impact of tax increases, youth access restrictions, clean air protections, and integrated school curricula on reducing initiation and use of tobacco products by youth.

Roles/Responsibilities: Nevada Tobacco Prevention Coalition, in partnership with member organizations, plans and conducts statewide events. Local coalitions plan and conduct local events. State and local public entities provide technical assistance on information and evaluation of existing and proposed policies. The Office of the Attorney General provides information regarding youth access compliance program and activities through participation in events. The Nevada Tobacco Prevention and Education Program will provide support to effective local coalitions to conduct information and education events.

Resources: Nonpublic funding organizations, private-sector member organizations' funds, and other appropriate sources as identified.

- Strategic use of media (i.e. press releases, guest editorials, letter writing) to communicate needed policy change, effective policies, and promote reporter/editorial participation in events discussed under the previous activity.

Roles/Responsibilities: State and local coalitions produce strategic media items and recruit leaders to speak to the media regarding policy issues.

Resources: Private-sector member organizations' funds, and other appropriate sources as identified.

Strategy 1.4: Provide technical assistance to local and statewide partners for the wide use of evidence-based effective interventions promoting nonuse of tobacco products by youth.

Target Population: Staff and volunteers for public health agencies, school districts, Department of Education, community-based organizations, and state or local coalitions. Priority for activities will be to provide information regarding the effectiveness of evidence-based interventions and provide opportunities for training to increase the knowledge and skills of tobacco prevention partners in all aspects of comprehensive programs.

Basic Principles: As programs develop, it is important to incorporate the following basic principles:

- Developing a highly skilled and diverse tobacco prevention and education workforce is essential to the implementation of effective programs.
- Increasing the use of evidence-based interventions increased the rate of declining tobacco use and is cost effective.
- Knowledge and use of effective evaluation methods increases the quality of implemented programs.

Opportunities for Public/Private Partnership: Effective tobacco prevention programs for youth are built upon solid foundations of best practices and evidence-based interventions. Organizations providing tobacco prevention, education, and control activities can join to provide high quality training and technical assistance to one another. Local and statewide organizations will be encouraged to partner with each other in technical assistance, training, information exchange, and evaluation methodologies.

1.4 Major Activities:

- Distribute information and materials on developing, implementing, and evaluating evidence-based youth tobacco prevention and control programs.

Roles and Responsibilities: The Nevada Tobacco Prevention and Education Program will develop a system of information sharing and exchange. County public health programs and community-based organizations funded through NTPEP will be encouraged to participate in information exchange and to link together to enhance dissemination of evidence-based initiatives.

Resources: Nevada Tobacco Prevention and Education Program will fund and Fund for a Healthy Nevada will assist.

- Identify and train technical assistance experts from state and local organizations on youth tobacco prevention and control programs. The technical assistance experts will provide consultation to community-based organizations and schools in developing, implementing, and evaluating evidence-based tobacco prevention programs.

Roles and Responsibilities: Nevada Tobacco Prevention and Education Program to provide opportunities for training and technical assistance. Local and statewide organizations are to seek opportunities to participate in technical assistance activities and share expertise with other organizations.

Resources: The Nevada Tobacco Prevention and Education Program and the Fund for a Healthy Nevada will provide support through sub-grants to include opportunities for participation in training offered within Nevada and at national conferences.

Goal 2: Promote Quitting Among Young People and Adults

Objectives:

- By 2008, decrease the percent of adults reporting current smoking of cigarettes to no more than 24%. Source: Nevada Behavior Risk Factor Survey (BRFSS); Baseline: 29.9%, 2001 (Healthy People 2010 Objective 27-1a).
- By 2008, increase the percent of adult smokers who stopped smoking one day or longer because of an attempt to quit. Source: Nevada Behavior Risk Factor Survey; Baseline: To Be Established by 2003 BRFSS (Healthy People 2010 Objective 27-5).
- By 2008, decrease the percent of high school youth reporting smoking cigarettes on one or more of the previous 30 days to no more than 19.7%. Source: Youth Risk Behavior Survey; Baseline: 25%, 2001 (Healthy People 2010 Objective 27-2b).

Strategy 2.1: Increase awareness, availability, and access to nicotine dependence treatment and tobacco use cessation resources.

Target Populations: Nicotine dependence treatment programs will be expected to target adolescent and/or adult smokers and must be evidence and science based.

Basic Principles: As programs develop, it is important to incorporate the following principles:

- Nicotine dependence treatment should be addressed as a normal course of all clinical medical practice.
- Nicotine dependence treatment should be integrated into non-medical settings such as health clubs, vocational schools, campuses, community and family resource centers, and senior centers.
- Nicotine dependence treatment should be made available to rural and frontier communities, as well as urban communities.

Opportunities for Public/Private Partnerships: To increase the availability and awareness of nicotine dependence treatment programs, partnerships may be appropriate among the medical community, schools, adult education programs, community-based organizations, substance abuse treatment programs, wellness and fitness professionals, pharmaceutical companies, and others interested in promoting health.

2.1 Major Activities:

- Identify referral organizations where physicians and others can refer people who need additional assistance to quit.

Roles and Responsibilities: Nevada Tobacco Users' Helpline and the Nevada Tobacco Prevention Coalition's Cessation Workgroup as lead partners.

Resources: Nevada Tobacco Prevention and Education Program for printing and distribution.

- Promote tobacco treatment programs and tobacco use cessation services, particularly the Nevada Tobacco Users' Helpline, through media and information placement in fitness

centers, wellness services, community and senior centers, and other non-health care locations.

Roles and Responsibilities: Nevada Tobacco Users' Helpline should serve as a leading partner with state and local coalitions, health care professionals, and local public health organizations.

Resources: Nevada Tobacco Prevention and Education Program sub-grants, Fund for a Healthy Nevada, Public Health Trust Fund, and other non-restricted or specific grants.

- Encourage substance abuse treatment centers to treat nicotine dependence simultaneously with the treatment of other substance dependencies.

Roles and Responsibilities: Nevada State Health Division's Bureau of Alcohol and Drug Abuse as a lead agency in funding treatment centers and assuring the use of current clinical and treatment guidelines that address nicotine dependence and tobacco use cessation as an integral part of treatment.

Resources: Nevada State Health Division's Bureau of Alcohol and Drug Abuse, Fund for a Healthy Nevada, health insurance organizations, medical and treatment professional organizations, and pharmaceutical companies.

- Provide technical assistance to replicate evidenced-based tobacco use cessation programs and strategies within communities. Identify and train technical experts to consult with communities about tobacco use cessation.

Roles and Responsibilities: Nevada Tobacco Users' Helpline to assist Nevada Tobacco Prevention Coalition, member organizations, and local coalitions to meet technical assistance needs.

Resources: Fund for a Healthy Nevada, Public Health Trust Fund, and other non-restricted or specific grants.

Strategy 2.2: Increase Tobacco Excise Tax

Target Populations: Increasing the tobacco excise tax drastically reduces prevalence rates and consumption and is most effective with young people, lower income populations, racial and ethnic minorities, and pregnant women. In addition, increasing taxes on chew tobacco reduces its use, particularly among young males.

Basic Principles: According to the Nevada Tobacco Prevention Coalition in 2002, the state and federal tax burden caused by tobacco-related health care expenses cost Nevada residents \$286 million per year.

- Research shows that increasing the tobacco excise tax would significantly decrease the \$286 million dollars the government spends each year on tobacco-related health care expenses in Nevada.
- Increasing the tobacco excise tax would help decrease the epidemic of tobacco-related deaths and diseases in Nevada.

- By increasing the excise tax by \$.70 a pack you decrease prevalence and health care costs significantly in targeted populations as the state increases revenue by approximately \$115 million a year.

Opportunities for Public/Private Partnerships: The Nevada Tobacco Prevention Coalition and local coalitions have the opportunity to partner with health care providers, insurance companies, and managed care organizations to educate the public and policy makers on the impact of tax increases on youth and adult tobacco use.

2.2 Major Activities:

- Provide information regarding excise tax increases as needed during the next 5 years.

Roles and Responsibilities: The Nevada Tobacco Prevention Coalition, local coalitions, and private organizations are lead organizations in grass-roots advocacy.

Resources: Non-governmental funds.

- Targeted media, earned and paid, to communities on issues related to the impact of excise taxes on youth and adult tobacco use.

Roles and Responsibilities: The Nevada Tobacco Prevention Coalition, local coalitions, and private organizations are lead organizations in grass-roots advocacy.

Resources: Non-governmental funds.

- Provide information to policy-makers and elected officials on the importance of preserving Master Settlement Agreement funds for use in tobacco prevention, tobacco use cessation, and other health needs of Nevada residents.

Roles and Responsibilities: The Nevada Tobacco Prevention Coalition, local coalitions, and private organizations are lead organizations in grass-roots advocacy.

Resources: Non-governmental funds.

Strategy 2.3: Integrate Tobacco Dependence Referral and Treatment Interventions into Routine Health Care.

Target Populations: Target adults and adolescents currently smoking that interact with the health care system.

Basic Principles: As the program begins to develop, it is important to incorporate the following basic principles:

- Current Agency for Healthcare Research and Quality clinical guidelines advise health care practitioners to address tobacco use for all patients.
- Effective evidence-based programs involving health care providers center on provider reminder systems along with patient education.
- To be effective in reaching youth, health system interventions should be linked to comprehensive adolescent health clinics and services.

- Implemented interventions must be evidence-based models that have been effectively evaluated to be successful in targeted populations.

Opportunities for Public/Private Partnerships: Nicotine dependence treatment and tobacco use cessation programs can partner with health systems, insurance providers, managed care organizations, individual health care providers, and others to integrate tobacco dependence referral and treatment into routine health care.

2.3 Major Activities:

- Nevada Tobacco Users' Helpline will work with health systems in Nevada to integrate Agency for Healthcare Research and Quality guidelines into routine patient/client care.

Roles and Responsibilities: Nevada Tobacco Users' Helpline and the Nevada Tobacco Prevention Coalition and member organizations.

Resources: NTPC and the Nevada Tobacco Users' Helpline to seek funding from pharmaceutical companies, provider organizations and associations, Fund for a Healthy Nevada.

- NTPC and the Nevada Tobacco Users' Helpline will seek ways to encourage health care insurers and managed care organizations to provide coverage for pharmacotherapy to facilitate nicotine dependence treatment.

Roles and Responsibilities: NTPC and member organizations as lead partners.

Resources: New funding sought by participating partners.

Goal 3: Eliminate Nonsmokers Exposure to Environmental Tobacco Use

Objectives:

- Reduce the proportion of children who are regularly exposed to tobacco smoke at home. Source: National Health Interview Survey (NHIS). Baseline: 27% of children aged 6 and under nationally in 1994 (Healthy People 2010 Objective 27-9).
- Reduce the proportion of nonsmokers exposed to environmental tobacco smoke. Source: Baseline: To be determined (Healthy People 2010 Objective 27-10).
- Increase smoke-free and tobacco-free environments in schools, including all school facilities, property, vehicles, and school events. Source: To be determined. Baseline: To be determined (Healthy People 2010 Objective 27-11).
- Eliminate state laws that preempt stronger tobacco control laws. Source: Nevada Revised Statutes, State Tobacco Activities Tracking and Evaluation System of CDC. Baseline: Nevada was among 30 states with preemptive laws in 1998 (Healthy People 2010 Objective 27-19).

Strategy 3.1 Educate the public, including community leaders, about the harmful effects of secondhand smoke.

Target Populations: All Nevadans, especially parents and non-smoking Nevadans, policy and opinion makers, employers, employees and employee associations.

Basic Principles: As programs develop, it is important to incorporate the following principles:

- Passive smoking is the third leading preventable cause of death; for every eight smokers deaths due to smoking, one non-smoker will also die from exposure to secondhand smoke (Glantz, S. & Parmley, W., AHA Circulation, 1991;83:1-12).
- Children are particularly sensitive to the harmful effects of environmental tobacco smoke. Interventions to restrict environmental tobacco smoke should focus strongly on environments where children are present and involve parents in effecting change.
- Interventions should include multiple approaches to reach all segments of target populations, including the use of Spanish-language media to reach Nevada's growing Spanish-speaking population.
- Implemented programs should use evidenced-based campaigns and interventions that are appropriately evaluated for use to Nevada's target populations.
- See Strategy 1.1 for further points regarding marketing campaigns.

Opportunities for Public/Private Partnerships: An effective marketing and communications campaign needs to be reinforced throughout communities. Effective campaigns are coordinated efforts that include multiple partners. Local public health agencies and local coalitions are situated to effect local change. The Nevada Tobacco Prevention and Education Program will encourage local partners to coordinate counter-marketing campaigns within geographic regions with an anticipated outcome of statewide coverage. Sustaining and expanding existing effective campaigns are a priority over development of new campaigns.

3.1 Major Activities:

- Develop media campaigns that educate communities on the dangers of secondhand smoke exposure, particularly to children, pregnant women, seniors, and people with respiratory disease.

Roles/Responsibilities: The Nevada Tobacco Prevention and Education Program (NTPEP) will partner with local public health authorities, community-based organizations, the Nevada Tobacco Prevention Coalition (NTPC), and local coalitions to coordinate counter-marketing activities. Organizations funded through NTPEP sub-grants, under the Local Grants Programs, for media campaigns are expected to demonstrate campaign coordination by participating in partnerships with other appropriate organizations funded within their geographic region.

Resources: Nevada Tobacco Prevention and Education Program sub-grants; Fund for a Healthy Nevada sub-grants; other sources obtained by local entities, i.e. American Legacy Fund, Robert Wood Johnson Fund, etc.

- Increase the number of non-smoking workplaces and services in Nevada, including restaurants and other businesses frequented by the public, through the voluntary adoption of smoke-free policies.

Roles/Responsibilities: The Nevada Tobacco Prevention and Education Program (NTPEP) will partner with local public health authorities, community-based organizations, the Nevada Tobacco Prevention Coalition (NTPC), and local coalitions to develop and distribute model policies. Organizations will be encouraged to provide technical assistance to businesses and services seeking to implement smoke-free environments.

Resources: Nevada Tobacco Prevention and Education Program sub-grants; Fund for a Healthy Nevada sub-grants; other sources obtained by local entities, i.e. American Legacy Fund, Robert Wood Johnson Fund, etc.

- Increase number of schools, daycare centers, colleges, technical schools and universities with smoke-free campuses and smoke-free school sponsored events.

Roles/Responsibilities: The Nevada Tobacco Prevention and Education Program (NTPEP) will partner with local public health authorities, community-based organizations, the Nevada Tobacco Prevention Coalition (NTPC), and local coalitions to develop and distribute model policies. Organizations will be encouraged to provide technical assistance to businesses and services seeking to implement smoke-free environments.

Resources: Nevada Tobacco Prevention and Education Program sub-grants; Fund for a Healthy Nevada sub-grants; other sources obtained by local entities, i.e. American Legacy Fund, Robert Wood Johnson Fund, etc.

Strategy 3.2: Eliminate state laws that preempt stronger tobacco control laws and promote the positive health and economic impact of laws and policies that restrict smoking.

*** Legislation is currently pending in the Nevada Legislature that, if passed and signed by the Governor, would require changes to this strategy (March, 2003).*

Target Populations: The voting public, state and local elected officials.

Basic Principles:

- Local grassroots coalitions and actions are the most effective tool for effecting public policy change.
- Multiple approaches should be utilized to generate support and identify the need for eliminating preemptive state law.
- Efforts to change state law should be constituency-centered and statewide and local coalitions should be leading partners in these efforts.
- Local public officials can influence the framing of secondhand smoke issues and be supportive within the limits of their authority and funding sources by providing education and information about the impact of secondhand smoke.

Opportunities for Public/Private Partnerships: State and local coalitions and grassroots organizations are in the best position to influence legislation. Public agencies can partner with coalitions to provide information, surveillance data, and model policies.

3.2 Major Activities:

- Develop and implement campaigns to influence legislation on environmental tobacco exposure.

Role/Responsibilities: Nevada Tobacco Prevention Coalition and member organizations with local coalitions are lead partners in this activity.

Resources: Non-governmental sources of funding.

- Conduct town hall meetings statewide on the harmful effects of secondhand smoke, economic impact, and effective model laws and policies that will prohibit or restrict smoking. Town hall meetings would be promoted by using earned and paid media. This is a developmental activity. Project partners must provide evidence of an effectively evaluated model program from another state or local entity in order to receive continued support for this activity from the Nevada State Tobacco Prevention and Education Program and the Fund for a Healthy Nevada.

Role/Responsibilities: Nevada Tobacco Prevention Coalition and member organizations with local coalitions are lead partners in this activity. The Nevada Tobacco Prevention and Education Program may be able to support this activity as an educational forum, after presented with evidence from evaluated model programs that this is an effective intervention.

Resources: Non-governmental sources of funding and possibly Nevada Tobacco Prevention and Education Program sub-grants.

Strategy 3.3: Increase enforcement of federal and state secondhand smoke laws and regulations, and corporate voluntary policies.

Target Populations: The general public, policy-makers, employers, employees, employee associations.

Basic Principles:

- Voluntary adoption of smoking restrictions should be encouraged.
- Support by public officials, employers, and employees are essential for successful implementation of existing restrictions in schools, daycare centers, workplaces, and public places.
- Any restrictions on exposure to second-hand smoke should be preceded by in-depth education activities aimed at the general public, policy and opinion makers, employers, employees and organizations that represent them and the health care community.

Opportunities for Public/Private Partnerships: Existing efforts at enforcement can be expanded through increased communication and cooperation by including key partners in these activities, such as the Attorney General's Office, business and employee associations, statewide and local coalitions, and public health authorities.

3.3 Major Activity:

- Increase the technical knowledge and competency of officials that may be placed in an enforcement role by offering scholarships/travel expenses to assistant city attorneys, deputy district attorneys, and other officials to attend trainings on positive effects of reducing environmental tobacco exposure (specifically the Northeastern School of Law training).

Roles and Responsibilities: The Nevada Tobacco Prevention Coalition, local coalitions, and local organizations can facilitate cooperative efforts with enforcement agencies such as the Nevada Office of the Attorney General.

Resources: Appropriate funding sources may include Robert Wood Johnson Smokeless States grant, Attorney General's office, businesses' contributions, non-profit funding, the Nevada Tobacco Prevention and Education Program sub-grants, and the Trust Fund for Public Health.

Goal 4: Identify and Eliminate Disparities Related to Tobacco Use and Its Effects Among Different Population Groups

Objectives:

- By 2008, decrease the percent of current adult smokers that are American Indian and Alaska Natives in Nevada to no more than 27%. Source: Nevada Behavior Risk Factor Survey. Baseline: 32.5%, 1996-2001 cumulative (Healthy People 2010 Objective 27-2b).
- By 2008, decrease the percent of current adult smokers with less than a high school education to no more than 45% and adult women earning less than \$15,000 annual income. Source: Nevada Behavior Risk Factor Survey. Baseline 1996-2001: less than high school education, 50%; women earning less than \$15,000, 44% (Healthy People 2010 Objective 27-2b).
- By 2008, decrease by 5% the percent of pregnant women of each race/ethnicity that reported smoking during pregnancy. Source: Nevada Interactive Health Database Birth File. Baseline: All 11%, White 17%, Black 13%, American Indian/Alaskan Native 16%, Asian 6%, Hispanic 3%, 1999-2000 (Healthy People 2010 Objective 27-6).
- By 2008, decrease by 5% the percent of African-American women that are current smokers. Source: Nevada Behavior Risk Factor Survey. Baseline 1996-2001: 29.2%.

(Nevada adult population baseline: 29.1%, BRFSS 2001.)

Strategy 4.1: Increase knowledge and awareness in target populations of tobacco use in their communities and the marketing tactics used by the tobacco industry by involving representatives and organizations in state and local coalitions.

Target Population: State and local coalitions will be expected to involve persons identifying with a particular racial, ethnic, geographic, and/or personal group. Specific communities will be selected for expanded coalition development targeting Native Americans.

Basic Principles: As the program begins to develop, it is important to incorporate the following basic principles:

- Local, regional, and statewide coalitions will be identified and where needed, new ones will be developed. Coalitions can be based on geography and/or other self-identified affiliations such as race, ethnicity, age, or profession.
- Coalitions will be required to have diverse membership, including youth. Youth should be full members of coalitions and be involved in all aspects of the decision-making process and activities.
- Goals and objectives to be addressed by these coalitions should be specific and limited. Individual coalitions should not attempt to accomplish all goals and objectives. Acceptable activities will be defined and specified.
- Community-based coalitions should be linked to other cultural organizations and activities.
- Community-based coalitions will identify and implement programs that help to eliminate disparities related to tobacco use and its effects in specific populations.

Opportunities for Public/Private Partnerships: Community partnerships should include members from local, regional and national organizations as well as members of the community. Some of the organizations that may be included are the following:

- Employers in the community;
- Local retailers, restaurant owners;
- College administrations;
- School administrations;
- Sport/entertainment industry;
- Health and professional organizations;
- Local public agencies, including local health departments;
- Non-profit and civic organizations;
- Cultural organizations;
- Faith communities;
- Trade unions; and,
- Youth groups.

4.1 Major Activities:

- Define diverse and specific populations by their tobacco related health disparities through population based data, community surveys, and collaborative investigation.

Roles/Responsibilities: The Nevada Tobacco Prevention and Education Program will work with local organizations and coalitions by providing available data and developing additional data resources.

Resources: Nevada Tobacco Prevention and Education Program sub-grants and surveillance activities, Fund for a Healthy Nevada, American Legacy Funds, Robert Wood Johnson Fund.

- Partner with organizations and groups working with defined diverse and specific populations to deliver effective evidence-based tobacco prevention interventions to include expansion of coalitions and establishment of new coalitions.

Roles and Responsibilities: The Nevada Tobacco Prevention and Education Program through sub-grants will continue to support local coalition development. Existing coalitions and supporting agencies will be encouraged to expand capacity and program activities to increase participation. NTPEP will seek to establish new coalitions in specifically defined communities.

Resources: Nevada Tobacco Prevention and Education Program sub-grants; Fund for a Healthy Nevada sub-grants; other sources obtained by local entities, i.e. American Legacy Fund, Robert Wood Johnson Fund, etc.

Strategy 4.2: Provide technical assistance to local and statewide partners for the wide use of evidence-based effective interventions promoting nonuse of tobacco products by target populations with tobacco related disparities.

Target Population: Staff and volunteers for public health agencies, community-based organizations, and state or local coalitions. Priority for activities will be to provide information regarding the effectiveness of evidence-based interventions that are culturally competent and effective in specific populations.

Basic Principles: As programs develop, it is important to incorporate the following basic principles:

- Implementation of effective programs will require a highly skilled and diverse tobacco prevention and education workforce.
- To assure programs are effective, evidence-based interventions that are effective with target populations must be used.
- Programs will incorporate effective evaluation methods to assess the quality of implemented programs.

Opportunities for Public/Private Partnership: Effective tobacco prevention programs for target populations with tobacco-related disparities are built upon solid foundations of best practices and evidence-based interventions. Organizations providing tobacco prevention, education, and control activities can join to provide high quality training and technical assistance to one another. Local and statewide organizations will be encouraged to partner with each other in technical assistance, training, information exchange, and evaluation methodologies.

4.2 Major Activities:

- Distribute information and materials on developing and evaluating evidence-based tobacco prevention and control programs for diverse populations.

Roles and Responsibilities: The Nevada Tobacco Prevention and Education Program will develop a system of information sharing and exchange. County public health programs and community-based organizations funded through NTPEP will be encouraged to participate in information exchange and to link together to enhance dissemination of evidence-based initiatives.

Resources: Nevada Tobacco Prevention and Education Program funding.

- Identify and train technical assistance experts from state and local organizations on tobacco prevention and control for diverse populations. The technical assistance experts will provide consultation to community-based organizations and schools in developing and evaluating evidence based tobacco prevention programs.

Roles and Responsibilities: Nevada Tobacco Prevention and Education Program to provide opportunities for training and technical assistance. Local and statewide organizations are to seek opportunities to participate in technical assistance activities and share expertise with other organizations.

Resources: The Nevada Tobacco Prevention and Education Program will provide support through sub-grants to include opportunities for participation in training offered within Nevada and at national conferences.